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# NM Safety Management Tools

*Data Storytelling*

*Using visualisation to share the human impact of numbers*

25<sup>th</sup>-27<sup>th</sup> of April

ES2-WS1-2017 – NM Safety Management Tools

Bucharest – ROMATSA HQ

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## Why this workshop ?

- Maturity and spread usage of various NM Safety Management Tools
  - eTOKAI/RAT
  - ASMT
  - APF;
- Need your input on how you would like/need to use the tool on daily, weekly, monthly, whatever periodical basis;
- Build Dashboards;
- Go beyond dashboards and do data storytelling – visualisation to share human impact of numbers (make dashboards readable);
- The way Business use Data is Changing – how we can enable self Business Intelligence (BI).

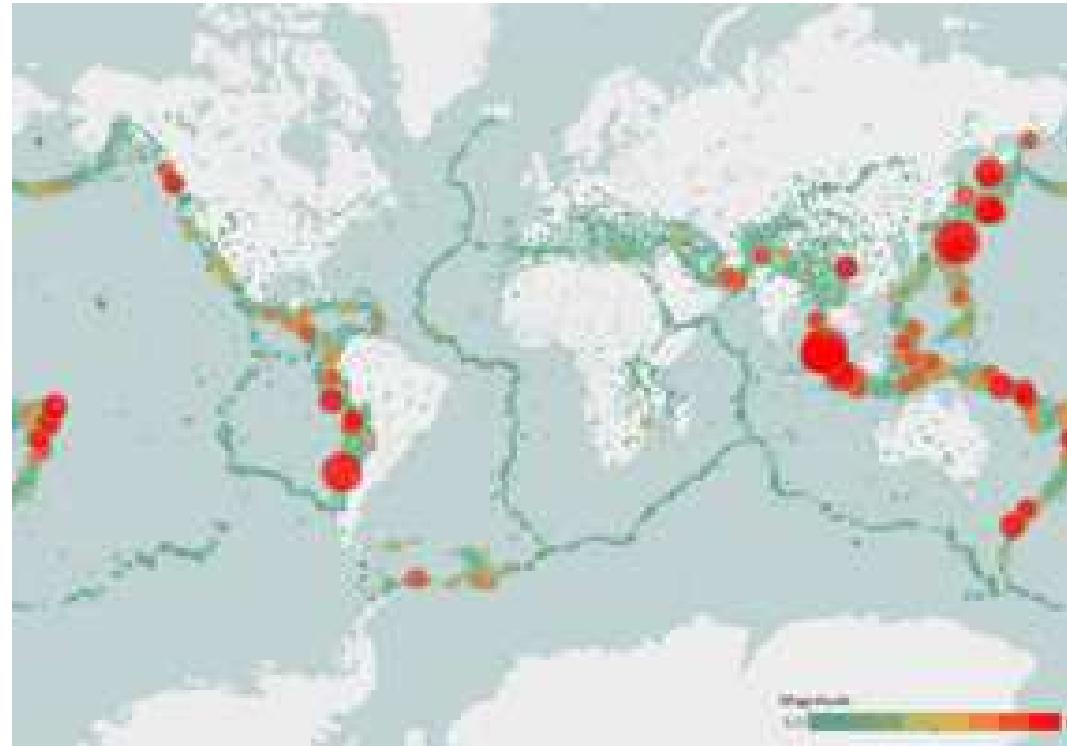


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## The Tales We Tell

***Stories take advantage of human cognition. They build connections and context around facts in order to make them more memorable***



***Data tells you WHAT's happening – Stories tell you WHY it matters !***



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# Story Points

***Telling and discovering stories with the same tool***

Story Points provide a framework for arranging data visualizations sequentially, so that you can tell stories with a beginning, middle and end—even with large and complex data sets.



***But when you're looking at a complex data set—whether in a research lab, a board room, or somewhere else—you need to be able to decide how you'll act upon it.***



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# Storytelling through the Ages (first hotspot map)

Evolving tools for influential Tales



Dr John Snow 1854



## The evolution of Data Storytelling

- Traditional reporting : Where's the Story ?
  - Based on heavily-stacked IT-authored reporting system (data tables, cubes, static dashboards)
- Data Visualisation & Discovery: The rise of Data Storytelling
  - Interactive databases and dynamic visualisation in the last decade;
  - All users, regardless of skillset, have become empowered to ask and answer their own questions and limit their reliance on IT;
  - Using intuitive interfaces, users can uncover patterns in the data
  - Use of Story Points is years light ahead of the era of static reports but someone must still manually explore data and craft meaningful story;
- Is there a way to help end user to tell a story in a scalable and automated way ?



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# Thank you

